U.S. DEPARTMENT OF ENERGY
ENERGY STAR® QUALIFIED CLOTHES WASHERS
PARTNER RESOURCE GUIDE

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CONTENTS

This Partner Resource Guide is designed to help you promote ENERGY STAR qualified clothes washers. Partners are free to use any of the text, charts, tables, or figures in Web sites, print advertisements, in-store promotional materials, and other marketing materials. The Guide is divided into two sections::

- Section I CONSUMER INFORMATION includes the latest consumer messaging on advanced technology, savings over non-qualified and older units, and best practices.
- Section II MARKET INFORMATION summarizes the most recent data on ENERGY STAR market share and the number of old units still in use, savings assumptions, and criteria for ENERGY STAR qualified clothes washers.

INTRODUCTION

After washing about 10 tons of laundry, your 10-year old washer is ready to retire. Retirement not only yields the environmental benefits that come with recycling, but it's also easy on your wallet. When you replace a 10-year-old washer with a new, ENERGY STAR qualified model, you'll save $135 each year on your utility bills.

ADVANCED TECHNOLOGY

ENERGY STAR qualified clothes washers—both front-loaders and redesigned top-loaders—include two technical innovations that help save substantial amounts of energy and water:

NO CENTRAL AGITATOR. Front-loaders tumble clothes through a small amount of water instead of rubbing clothes against an agitator in a full tub. Advanced top loaders flip or spin clothes through a reduced stream of water. Both designs dramatically reduce the amount of hot water used in the wash cycle, and the energy used for water heating.

HIGH SPIN SPEEDS. Efficient motors spin clothes two to three times faster during the spin cycle to extract more water. Less moisture in the clothes means less time in the dryer—and less energy spent drying clothes.

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ENERGY STAR is a government-backed program that helps consumers identify the most energy-efficient products.

SAVINGS

The average household does almost 400 loads of laundry a year, consuming about 12,000 gallons of water. By selecting a new ENERGY STAR qualified washer, you can save money—and a lot more.

LET THE SAVINGS PAY FOR THE DRYER. Purchasing an ENERGY STAR qualified model will save you about $50 a year on your utility bills compared to a standard model. Over the life of your new washer, you'll save enough money to pay for the matching dryer.

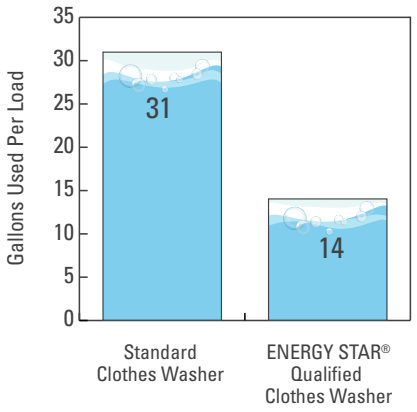
GET A SHOWER OF WATER SAVINGS. New ENERGY STAR qualified clothes washers use advanced technology to dramatically cut water use. Non-qualified clothes washers use an extra 17 gallons of water in every load—as much water as it takes for the average shower.

LONG LIVE YOUR CLOTHES. Instead of twisting and pulling clothes around a turning agitator, front-load and advanced top-load clothes washers use sophisticated wash systems to flip and spin your laundry. This lengthens the life of often-washed items. Because they are so gentle, many models can safely clean silk, wool, and other hand-washables.

TAKE TIME OUT. Without a bulky agitator, there is more usable space in the washer for laundry—even larger items like comforters. More capacity means fewer loads of laundry each week.

SAVE THE ENVIRONMENT. Nearly 70 percent of U.S. electricity is generated by burning coal and natural gas, which releases greenhouse gases into the atmosphere and causes global warming. ENERGY STAR qualified clothes washers use less energy and help us reduce our impact on the environment. By reducing water consumption, ENERGY STAR qualified washers also help protect our lakes, streams, and oceans.

WATER USE PER-CYCLE

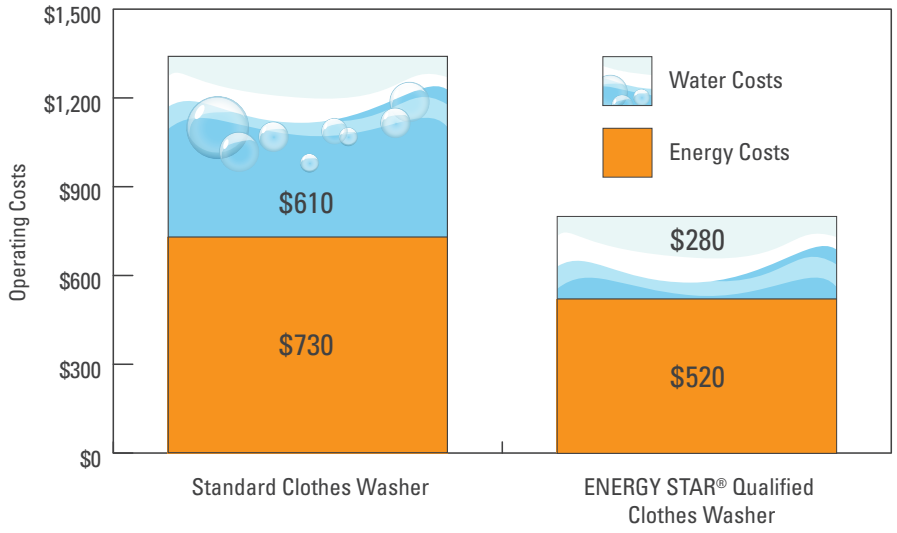


Save 17 gallons of water with each load of laundry by choosing an ENERGY STAR qualified model.

DID YOU KNOW?

An estimated 84.1 million households have top-loading washers with agitators, 24 million of which are at least 10 years old. Washers built before 1998 are significantly less efficient than newer models. Combined, these inefficient clothes washers cost consumers $9 billion each year in energy and water.

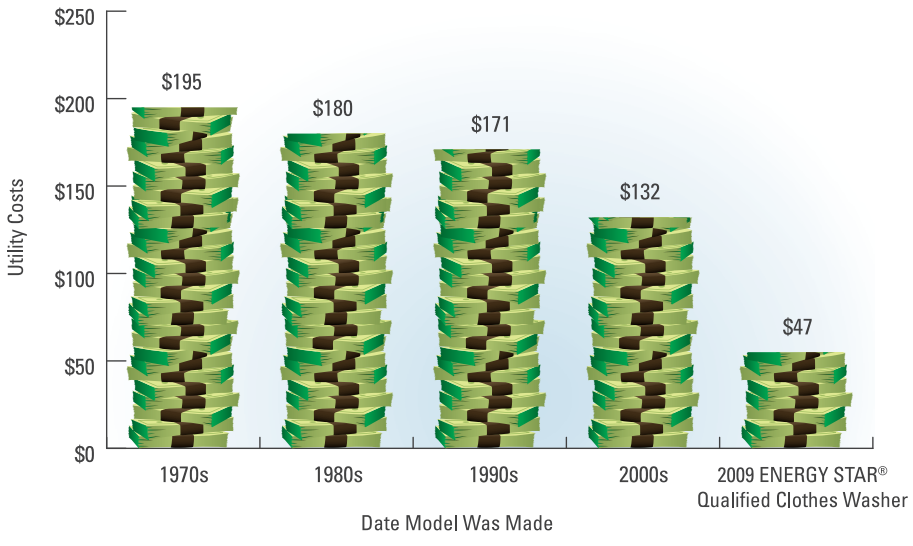
RESIDENTIAL CLOTHES WASHER LIFETIME OPERATING COSTS



IS IT TIME TO REPLACE AN OLD WASHER?

If your washer is more than 10 years old, it uses more than four times the energy of today's ENERGY STAR qualified models and costs about $135 more each year on your utility bill.[1]

HOW MUCH DOES IT COST TO RUN YOUR CLOTHES WASHER EACH YEAR?



Replace your old model and save enough money for high efficiency (HE) detergent year round.

BEST PRACTICES

- ALWAYS USE HIGH EFFICIENCY (HE) DETERGENT. ENERGY STAR qualified clothes washers are designed to use HE detergent. Using regular detergent can create too much suds, which will affect the machine's washing and rinsing performance. Over time, it can lead to odors and mechanical problems.
- FILL IT UP. Clothes washers use about the same amount of energy regardless of the size of the load, so run full loads whenever possible.
- REDUCE THE WATER TEMPERATURE. Water heating consumes about 90% of the energy it takes to operate a clothes washer. Switching your temperature setting from hot to warm can cut energy use in half. Using the cold cycle reduces energy use even more.
- USE A DRYING RACK OR HANG CLOTHES OUTSIDE. When possible, air dry clothes instead of using a dryer. It saves energy, and clothes last longer.
- AVOID THE SANITARY CYCLE. This super hot cycle, available on some models, increases energy use significantly. Only use it when absolutely necessary.

HOW MUCH WILL YOU SAVE WITH AN ENERGY STAR QUALIFIED CLOTHES WASHER?

UTILITY BILL SAVINGS

1. Over a year, you'll save enough money to:
   - Buy a DVD player
   - Buy a three-month supply of high-efficiency detergent.
2. Over the clothes washer's lifetime, you'll save enough money to:
   - Buy a new clothes dryer
   - Buy a 32-inch ENERGY STAR qualified flat panel TV

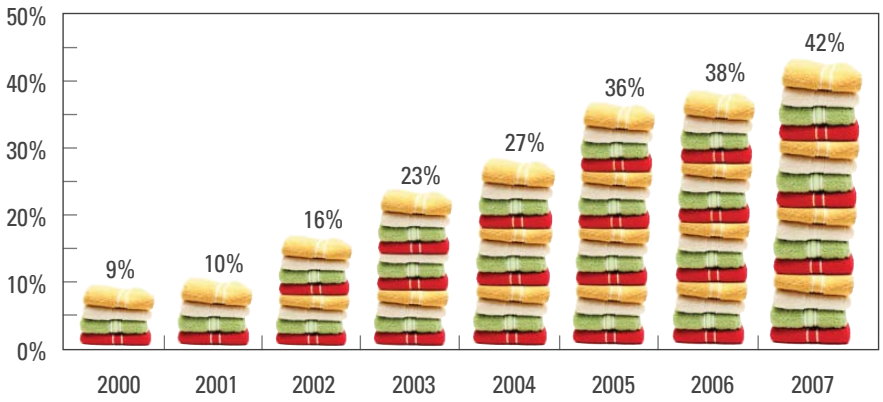
WATER SAVINGS

1. Per load, you'll save enough water to:
   - Run four loads in an ENERGY STAR qualified dishwasher
   - Make 270 cups of coffee
2. Over a year, you'll save enough water to:
   - Run an ENERGY STAR dishwasher four times a week for over seven years
   - Fill 190 bathtubs
3. Over the clothes washer's lifetime, you'll save enough water to:
   - Fill up three backyard swimming pools
   - Wash your car 760 times

ENERGY STAR MARKET SHARE

The national market share of ENERGY STAR qualified clothes washers quadrupled between 2000 and 2007, growing from 9% to 42%.

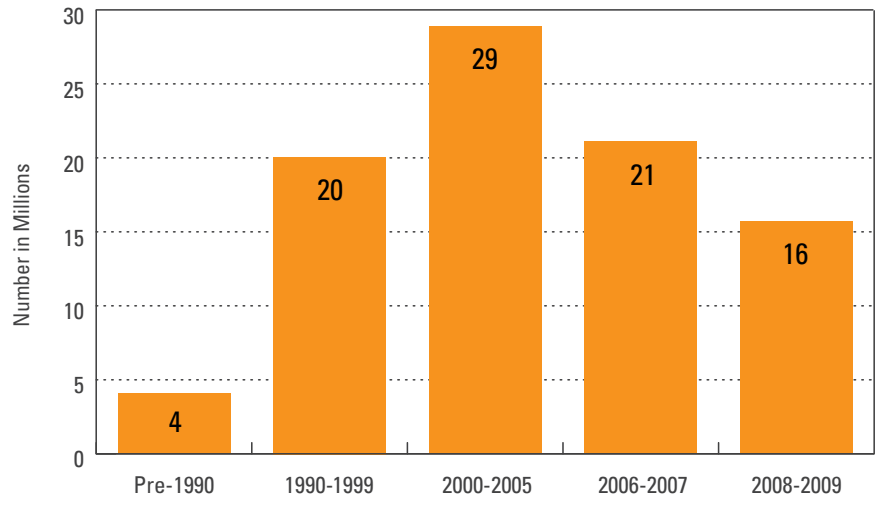
ENERGY STAR QUALIFIED CLOTHES WASHER MARKET SHARE



REPLACEMENT OPPORTUNITY

- Number of top-loaders currently in use – 84 million.
- Number of 10-year-old clothes washers in use – 24 million.
- Annual water and energy cost savings when replacing a 10-year-old model – $135.

NUMBER OF OLD CLOTHES WASHERS IN THE U.S. (IN MILLIONS)



Source: Residential Energy Consumption Survey, Energy Information Administration, 2005.

SAVINGS FROM REPLACING OLD CLOTHES WASHERS			
	Pre-1994	1994-2003	2004-2006
Annual Energy Bill Savings	$98	$86	$55
Annual Water Bill Savings	$56	$50	$39
Total Annual Utility Bill Savings	$151	$136	$94

Note: Assumes the replacement of a non-qualified model and use of electric water heater and dryer. Estimated dryer energy savings are included.

SAVINGS ASSUMPTIONS

- Average life = 11 years[1]
- Average cycles per year = 392
- ENERGY STAR price premium = $300
- Annual utility cost savings for ENERGY STAR vs. non-qualified models = $47
- Time to recover price premium = 6 years
- Annual water savings = 7,000 gallons
- ENERGY STAR price range = $430 to $2,050[2]
- Standard clothes washer price range = $220 to $780[3]

ENERGY STAR CRITERIA

Clothes washer efficiency is measured by the Modified Energy Factor (MEF) and Water Factor (WF). MEF is a comprehensive energy efficiency measurement that considers the energy used to run the washer, heat the water, and run the dryer. The higher the MEF, the more efficient the clothes washer. WF is a measurement of water efficiency that is calculated as gallons of water used per cubic foot of capacity. The lower the WF, the more efficient the clothes washer.

To meet the current ENERGY STAR criteria, clothes washers must be at least 43% more energy efficient than the federal standard, and they must also meet stringent water efficiency criteria. These criteria came into effect July 1, 2009.

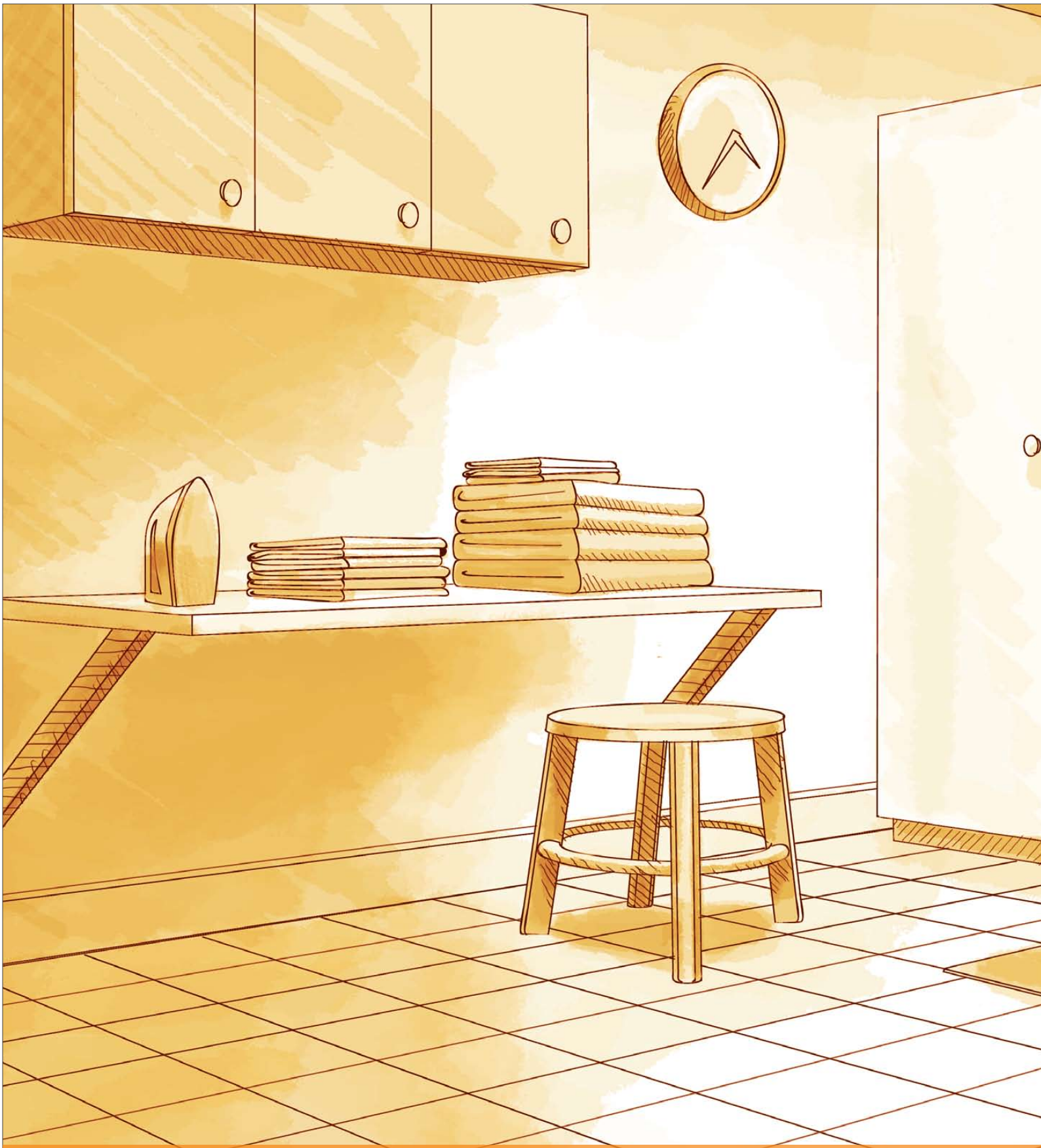
ENERGY STAR CRITERIA		
	CURRENT CRITERIA (AS OF JULY 1, 2009)	JANUARY 1, 2011
ENERGY STAR	MEF ≥ 1.80, WF ≤ 7.5	MEF ≥ 2.0, WF ≤ 6.0
Federal Standard	MEF ≥ 1.26	MEF ≥ 1.26, WF ≤ 9.5

ENDNOTES

1 "31st Annual Portrait of the U.S. Appliance Industry," *Appliance Magazine*, September 2008.

2 Based on data gathered by D&R International from national retailer Web sites, 2009.

3 Ibid.



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For more information visit:
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